Welcome New Members

ACTIVE MEMBERS

Thomas Chaney, D.C.
Living Health Chiropractic
Annapolis, Md.

David Kopelove, D.C.
Back Pain & Headache Ctrs., LLC
Rockville, Md.

Brian Seymore, D.C.
Maryland Spine Institute
Bel Air, Md.

CA MEMBERS

Andrea Amrhein
White Marsh, Md.

Jennifer Michelle Bird
Middle River, Md.

Nadine Correia
Bel Air, Md.

Jocelyn Disharoon
Greenbackville, Va.

Deanna Harrell
Westminster, Md.

Shannon Marie Kelley
Odenton, Md.

Ronneshia McClure
Millersville, Md.

Lorry Nash
Lusby, Md.

Anna Zangla
Middle River, Md.

Despite Foul Weather, MCA’s Fall Convention Draws Over 150

Held in Ocean City on October 6-7, the Maryland Chiropractic Association’s 2006 Fall Convention was a great time! Over 150 exhibitors, doctors of chiropractic, and chiropractic assistants braved a major nor’easter to earn continuing education credits, meet old friends and new members, and catch up on old times with their alma maters at alumni hospitality gatherings.

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An Important Note Concerning HIPAA

Don’t forget to apply for your National Practitioner Identifier (NPI) number. The Health Insurance Portability and Accountability Act (HIPAA) mandates the use of the NPI number, a unique identifier for healthcare providers. All healthcare providers who choose to transmit any health information in electronic form will be required to obtain and use an NPI number as of May 23, 2007.

The application and instructions for registering for your NPI number can be found at http://nppes.cms.hhs.gov/NPPES.
President’s Update

Donald Hirsh, DC

Time to Charge The Hill!

Over the five years or so, chiropractic practices in Maryland have been facing difficult times. We have been marching uphill. Reimbursements have been declining, managed care has been imposing ridiculous restrictions on utilization, and prejudicial exclusions (e.g., pediatric exclusions) have been imposed upon us. Enough is enough.

The Maryland Chiropractic Association has reached the tipping point. First, we have hired the top lobbying/law firm in Annapolis to assist us. The firm of Alexander and Cleaver is renowned for getting results. Our team is headed by the most powerful man in Maryland who is not elected, former Speaker of the House in Maryland Cas Taylor. If that is not enough, we are assisted in Annapolis by our General Counsel Joel Kruh, who is widely respected and trusted in the State House. To top things off, we have the MCA’s most effective legislative chair in years in our very own Paul Henry.

Internally, we have tremendous vision, leadership and dedication of our officers. Adam Fidel has relentlessly been championing the lead for MCA action. Rick Schmitt and Eric Huntington have helped organize doctors to increase our influence in Annapolis. Paul Etlinger has tirelessly worked to develop relationships with the carriers. Audie Klinger and Howard Lewis have helped hold off some of the more nasty managed care organizations. Needless to say, we have a great team in place. Our new Associate Executive Director Tim McKenna is now trained and ready for combat.

Lastly, membership is at an all time high. We have one of the highest membership percentages of any state (last I looked we were second). With one association we have no internal battles to deal with. Thank heavens that we are one unified association in Maryland.

With these factors in mind, we are ready to rumble. We are preparing short and long range plans for action. We are forming work groups to organize our efforts and to raise funds for potential legal actions. For issues that are also effecting other professions, we are joining forces with a provider coalition. There is tremendous power when professions join together for the mutual benefit of the patients we treat. We can’t do this alone. Look forward to updates from the MCA on our battle plans. We hope that each of you will participate when asked. The time to stop watching our rights erode is over. Join with me and the MCA as we fight for our rights for fair and equitable reimbursement and treatment. Stand with us as we charge the hill!

Sincerely,

Donald W. Hirsh, DC
Thanks to MCA Supporters

MCA has a Supporting Membership category for suppliers of goods and services. We encourage you to consider the following 2006 Supporting Members when making purchases. Support those that support YOU!

**American Specialty Health**  
*R. Lloyd Friesen*  
619-578-2000

**Anabolic Laboratories, Inc.**  
*Bryan Miller*  
410-296-7574

**Coil Heaven**  
*Michael McNair*  
240-581-1646

**Impact Coaching, LLC**  
*Larry Berlin, DC*  
410-421-5424

**Kane X-ray Company**  
*Nancy Thompson*  
301-261-3645

**Knaub & Associates, P.A.**  
*Ray Knaub*  
570-823-1600

**Medical Resources, Inc.**  
*Tony Teti*  
410-838-6767

**Metro Marketing**  
*Laurie Dengel*  
800-696-7788

**Next Generation MRI**  
*Seth Molin*  
410-290-5688

**Nutri-West Mid Atlantic**  
*Nadine Carrick*  
302-478-5090

**Plymouth Bell Laboratories**  
*Rhoda Dowie*  
215-646-8316

**World Connections, Inc.**  
*Steve Middleton*  
410-544-3155

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**Chiropractic Shows Support for O’Malley**

Baltimore mayor and Democratic candidate for Maryland governor, Martin O’Malley (second from left) receives support from (left to right) Dr. Richard Schmidt, MCA President Dr. Don Hirsh, and Dr. Eric Huntington during a recent fundraising event.

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**Have YOU Been Receiving MCA Update?**

The Maryland Chiropractic Association has been distributing MCA Update, the association’s e-mail newsletter for well over a year. Have you been receiving a copy in your email? An additional benefit of membership in MCA, this e-newsletter provides members with the latest news concerning chiropractic in Maryland.

If you did not receive MCA Update in your email during August, please call MCA headquarters at 410-625-1155 to confirm that we have your correct email address on file.

The MCA Update is distributed to members the first week of every even month (February, April, June, August, October, and December) so members can stay abreast of the latest news concerning legislative action, MCA’s education offerings, etc. during months when the MCA Journal is not mailed.

In addition to providing members with the most up-to-date information, one of the added benefits of monthly coverage is allowing for monthly classifieds for those chiropractors who may have an unexpected staff shortage.
A Look Back at MCA’s 2006 Convention

continued from page 1

The weekend included a revamped format including Grand Rounds, a course featuring real case presentations designed to help attendees sharpen their clinical skills. The program outlined the case history of actual patients and the methodology involved in diagnosis (what tests, e.g. X-rays, blood tests needed to be performed in these cases and why) and then an evidence-based plan of patient management was discussed. MCA received substantial positive feedback about the course format and it will probably be retained for next year’s event.

Another new feature added this year was the Alumni Night during Saturday evening in which New York Chiropractic College, Life University, National Chiropractic College, and Logan College of Chiropractic alumni got a chance to turn back the clock and catch up
MCA Announces 2006 Honorees

Dr. Paul Henry, a chiropractor in private practice in Baltimore, led an impressive list of individuals honored during MCA’s 2006 Convention in Ocean City. Henry was named 2006 Maryland Chiropractor of the Year in recognition of his efforts to work closely with Alternative Medicine Integration of Maryland (AMI) as it manages the Quality Initiative for Chiropractic Care on behalf of CareFirst BlueCross BlueShield. This Quality Initiative represents a significant opportunity to demonstrate the value and efficacy of chiropractic care to the health insurance industry. Henry has also been an active force behind the Association’s political fundraising efforts. This is the second time he has been recognized as Maryland Chiropractor of the Year.

Dr. James LeVan was also honored, receiving the Frank Roberts Memorial Award. LeVan, of Kensington, Md., received the award in recognition of his long term and dedicated service to MCA and the chiropractic profession. He has been the longtime chair of the MCA Political Action Committee and also serves as the chairman of the Association’s board of directors.

MCA bestowed its Aaron Barad Legislative Award upon Cas Taylor, former Maryland speaker of the house, recognizing his leadership as a political consultant to the organization’s lobbying efforts in Annapolis.

Dr. Eric Huntington of Living Wellness Chiropractic in Baltimore and Dr. Richard Schmitt of Back To Health Chiropractic Center in Bowie, both were honored with the President’s Award. Both were recognized for their membership development efforts as well as legislative fundraising initiatives.

Dr. Charles Cooper was also recognized with lifetime membership, having been an association member for 50 years.

Top left: Dr. James LeVan (center) is recognized with the Frank Roberts Memorial Award by MCA President Dr. Don Hirsh (right) and Roberts’ son, Dr. Mark Roberts. Top right: Dr. Paul Henry (left) is presented with MCA’s 2006 Maryland Chiropractor of the Year Award by Hirsh. Bottom left: Cas Taylor (left) is presented with the Aaron Barad Legislative Award by Hirsh. Bottom middle: Dr. Charles Cooper is congratulated by Hirsh for earning lifetime membership in MCA. Bottom right: Hirsh presents Dr. Richard Schmitt (right) with the President’s Award. Dr. Eric Huntington also received a President’s Award but was unable to attend the awards banquet.
Capitol Hill Calls On Air Force Officials to Explain Lack of Chiropractic Benefit

A bipartisan group of senior members of the U.S. House of Representatives’ Armed Services Committee has called on the U.S. Air Force to explain why expansion of the chiropractic benefit at 11 Air Force bases has yet to materialize.

In a letter to Air Force Secretary Michael Wynne, Reps. Mike Rogers (R-Ala.), Jeb Bradley (R-N.H.), Neil Abercrombie (D-Hawaii) and Steve Israel (D-N.Y.) have asked the Air Force for the list of specific action steps it has taken to implement the chiropractic benefit at 11 sites that were named in last year’s National Defense Authorization Act. The Air Force was given until Sept. 30, 2006, to complete the implementation.

“We thank these members of Congress for taking the initiative to get to the root of the matter,” stated ACA President Richard Brassard, DC. “The Air Force is far behind in delivering the chiropractic benefit to our men and women in uniform and a delay of this nature is wholly unacceptable. We are hopeful that this congressional inquiry will hasten the delivery of this important health benefit to pilots, airmen and other Air Force personnel.”

Specifically, Sec. 712 of the National Defense Authorization Act for Fiscal Year 2006, PL 109-163, requires the Air Force to complete implementation of chiropractic services for active duty members at 11 sites which had not opened in accordance with the Department of Defense Report on Chiropractic Health Care Implementation Plan (August 2001). Sec. 712 also states that if the Air Force determines that it is not feasible to provide chiropractic health care services at any of the 11 identified facilities, the Air Force shall provide chiropractic services at an alternative site.

The eleven sites identified in the 2001 Report are: Bolling Air Force Base (AFB) Washington, D.C.; MacDill AFB, Florida; Hurlburt Field AFB, Florida; Nellis AFB, Nevada; Elmendorf AFB, Alaska; Luke AFB, Arizona; Maxwell AFB, Alabama; Randolph AFB, Texas; Robins AFB, Georgia; and Kirtland AFB, New Mexico.

ACA Receives Substantial Coverage in Health Magazine

American Chiropractic Association (ACA) spokeswoman, Dr. Cynthia Vaughn of Austin, Texas, is quoted in the October issue of Health magazine. The short article, which was arranged by ACA communications staff, warns readers about the potential health risks associated with toting a heavy purse or bag.

Also included in the issue are mattress selection tips from ACA member John Zrelak, DC, of Chicago, Ill. Dr. Zrelak has been an ACA member since 1993.

Health is one of America’s most-trusted health and wellness magazines, reaching more than 6 million readers every month. The October issue is now available on newsstands or visit ACA’s Web site at www.acatoday.org/pressroom to view a copy of the article.

The recent quote by Dr. Vaughn in Health is just one of the many media relations efforts conducted by the ACA on behalf of its members. ACA’s public relations team works to increase demand for chiropractic care and ensure that chiropractic receives accurate and favorable exposure in the media. Through proactive news releases, letters to the editor, and other vehicles, the ACA has reached millions of consumers with pro-chiropractic messages.

Humana Provides Lawsuit Settlement Guidelines for Chiropractors, Non-MD Providers

In the last ACA Update it was announced that Humana had agreed to a class action settlement resolving claims on behalf of chiropractors and other health care providers in Solomon v. Anthem, et. al. ACA participated, through its counsel, in the settlement discussions and is a signatory to the proposed class action settlement agreement. As part of the $3.5 million settlement Humana has released information regarding the recovery of individual provider claims for chiropractors and other non-MD providers.

Individual providers—referred to as class members—were mailed a notice explaining their rights under the settlement, as well as a claim form and claim form instructions. According to the settlement agreement, in order to recover claims, the class member must be a health care provider, provider group or provider organization that provided covered services to a Humana member, or any person covered by a plan, between Jan. 1, 1990, and Aug. 16, 2006.

Humana will establish a fund of $3.5 million that will be divided pro rata among the class members that submit valid claims. The amount will be determined by the total dollar value of claims and the number of class members that have submitted claims. In order to obtain compensation, providers must submit a claim...
form with an estimate of the total billed charges, before the Jan. 13, 2007 deadline. As part of the settlement, doctors of chiropractic will be permitted to assign 100 or 50 percent of the recovery to the American Chiropractic Association (ACA), if they wish to do so.

In June, the ACA asked the U.S. District Court in Miami to allow ACA to join as a plaintiff in Solomon v. Anthem, et al., alleging that Humana and other managed care companies conspired to illegally and systematically underpay providers by denying reimbursement for medically necessary treatment. The $3.5 million settlement agreement was reached in early August. The case against the other defendants remains pending.

In addition to the cash fund described above, terms of the proposed settlement agreement with Humana include:

- Changes in Humana’s business practices, intended to make its claims editing process more transparent and reduce confusion and disagreement over payments.
- Online information provided by Humana to help providers understand its payment decisions.
- More options for chiropractors and other health care providers to challenge Humana payment decisions in the future, if necessary.
- Independent external reviews to resolve billing disputes.
- The appointment of an ACA representative to a newly formed Humana health care provider advisory committee, which will provide a means of direct communication on issues and concerns.

Visit ACA’s Chiropractic Networks Action Center at http://www.acatoday.org/level2_css.cfm?T1ID=14&T2ID=121 for more information about the Humana settlement, including the forms needed to submit your claim, or for more information about all of ACA’s managed care initiatives.

ABC’s ‘Dancing With the Stars’ Features Chiropractic

ABC’s hit program Dancing with the Stars has revealed the reason behind football great Emmitt Smith’s success on the show – Chiropractic.

The Oct. 10 episode highlighted Smith’s relationship with his doctor of chiropractic, Robert Parker, DC. The video footage showed Smith receiving a few “minor repairs” before this week’s Samba competition. After receiving treatment from Dr. Parker, Smith went on to deliver “the best samba of the night,” according to head judge Len Goodman. Dr. Parker has treated Smith since 1995.

And Smith isn’t the only contestant relying on the benefits of chiropractic care to stay in top dancing form. According to Entertainment Tonight correspondent and past Dancing with the Stars contestant Lisa Rinna, two of the show’s dancing professionals — Karina Smirnoff and Ashly DelGrosso — were both dancing injured during the Oct. 10 episode. As a result, the program producers had a chiropractor standing by just in case the women needed treatment.

Dancing with the Stars is a unique series that pairs celebrities with professional ballroom dance partners in a live competition in front of a studio audience and the nation. Each season has a select number of celebrity/professional dance pairs. The pairs are then judged by a panel of expert judges, as well as by the viewers at home, with one team eliminated each week. The series is routinely the top-rated show during the 8 p.m. timeslot each week.

ACA Recognizes Maryland Chiropractor for Editorial Excellence

The American Chiropractic Association recently announced the winners of the 2006 State Association Journalism Awards. This annual contest recognizes excellence in state chiropractic association and society print publications and Web sites. Entries are categorized and awarded by association size, and are judged by a panel of ACA staff members.

MCA’s very own Dr. Paul Henry was recognized for the Best Editorial Column for his President’s Message, “A Look Ahead, A Look Within, in the September 2005 MCA Journal.
ICA Chiropractic Medicare Workshop is Set for November 9 in Baltimore

An intensive four-hour Chiropractic Medicare Risk Management workshop will be presented to chiropractors and staff in the Baltimore and Philadelphia areas on November 9 and Hasbrouck Heights, N.J., November 11, announced Dr. John K. Maltby, president of the International Chiropractors Association.

The workshop will feature the presentation of Gary R. Street, D.C., Ph.C, L.C.P., entitled, “The Basics Chiropractic Medicare Workshop.” It will cover the “how-to” in documenting the medical necessity of care so that Medicare is mandated to pay. New efforts to sharpen documentation are presented in the aftermath of charges in a federal report issued in 2005 accusing chiropractors of billing Medicare for “medically” unnecessary care. Workshop instructor Street said that “chiropractors must recognize that they, as well as their staff, must be trained to use Medicare correctly and honestly or we may lose it.”

Not only does the workshop cover the “how” but the “what,” “when” and “why” of the documentation process. Other workshop topics include fees, downcoding, documenting the subluxation, audits, regions of the spine, abbreviations, diagnosis, claim forms, HIPAA and ABN compliance, Medicaid, limiting charge, opting out, and beneficiary rights.

With the steady changes in Medicare rules, many chiropractors are not complying because they are unaware of or don’t understand them, said Dr. Maltby. The goal of Dr. Street’s class is to correct this situation for U.S. chiropractors.

“Every chiropractor and staff should attend the ICA workshop,” urged Dr. Michael Hulsebus of Rockford, Ill. “It is a very informative program that explains the Chiropractic Medicare rules so we don’t make mistakes. Best of all, Dr. Street shows how to document the medical necessity of care by federal standards so there are no limits in Medicare for the chiropractic adjustment.”

The program has been cited as the correct training process for Chiropractic Medicare by Cynthia M. Bretthauer, administrative law judge of the Social Security Administration, office of hearings and appeals. Registration fees for the office is $99 for the first member D.C. or CA ($114 for first nonmember) and $65 and $35, respectively, for each additional D.C. or CA. Members of ICA and state chiropractic associations qualify for the discount. Included is a 49-page booklet and certificate of attendance. Registration and hotel information will be sent to all chiropractors.

The workshops will be conducted November 9 from 8 a.m. to noon in Baltimore, from 3 p.m. to 7 p.m. in Cherry Hill, N.J., and November 11 from 8:30 a.m. to 12:30 p.m. in Hasbrouck Heights, N.J. To register or inquire, call ICA at 800-423-4690.

Scheduled Medicare Cuts, Pending Funding Shortfalls, Demand Urgent Chiropractic Response

The federal Medicare program, facing looming financial crisis, has sought to delay for a brief period the collapse that most objective analysts say is inevitable by cutting payment to certain providers, including doctors of chiropractic. Using complex formulas known as the Sustainable Growth Rate Formula (SGR) and the relative value units (RVUs), the Centers for Medicare and Medicaid Services (CMS) is proposing to enact severe cuts in program reimbursements to chiropractors, approximately 5% under the SGR, which combined with the RVU formula reduction, represents an approximate 13% cut for chiropractic services effective January 1, 2007.

Aware of the negative impact these fee reductions are certain to have on consumers and providers alike, Congress has acted in previous years to delay similar proposed cuts. On July 24, 2006, Rep. Nancy Johnson of Connecticut and Rep. Benjamin Cardin of Maryland began circulating a letter calling on the congressional leadership to act to postpone these proposed Medicare cuts.

ICA is urging all doctors of chiropractic and chiropractic organizations in the United States to contact their federal legislators and call for a postponement of the scheduled Medicare fee reductions, and co-sign the letter prepared by Rep. Johnson and Rep. Cardin. ICA believes this move is of vital importance to the public health and the financial stability of the Medicare program because:

· Postponing the scheduled cuts will help to preserve Medicare patients’ access to urgently needed care.

· Chiropractic offers a highly cost effective, drugless approach to caring for the nation’s aging population, at a time when drug costs and the costs of adverse effects and misuse of prescription drugs are bankrupting the entire Medicare program.

*continued on next page*
Denying reasonable support for chiropractic services will only drive Medicare beneficiaries onto more costly, less effective specialist medical care.

Medicare should be encouraging, not discouraging chiropractic participation as providers, since massive and growing numbers of doctor level providers are declining to take Medicare patients, setting a collision course with disaster when there are simply not enough providers to meet even the basic needs of beneficiaries. The July 24th Johnson/Cardin Congressional letter states: “The Congressionally-created Council on Graduate Medical Education is predicting a shortage of 85,000 physicians by 2020.”

Beyond the immediate challenge of preserving reasonable financial support for chiropractic services in Medicare, Congress must act to stave off the impending collapse of the financial foundations of the program predicted by every objective and responsible observer. On March 2, 2005, Federal Reserve Board Chairman Alan Greenspan, in official testimony, told the Budget Committee of the US House of Representatives:

“The Financial Report of the U.S. Government for fiscal 2004, released just before Christmas, says the unfunded liability of the Social Security system is $12.5 trillion, an increase of $810 billion over the previous year. However, the Medicare deficit is twice that: $24.6 trillion, a rise of $9.6 trillion from 2003... Indeed, not only are we not talking about reining in Medicare’s exploding costs, we are preparing to make them much worse. Next year, the new Medicare drug benefit is fully effective, which will drive up Medicare spending sharply. This is the reason for the rise in its unfunded liabilities. Medicare’s trustees estimate the long-term cost of the drug benefit at $8.1 trillion, accounting for the bulk of its increased liabilities last year.”

ICA also calls on Members of Congress to acknowledge the dangerous implications of the swelling national debt. According to the National Center for Policy Analysis’ Daily Policy Digest, September 19, 2006:

“At the end of the first quarter, the total federal debt, including government agencies and government-sponsored enterprises, stood at $10.2 trillion. But if you also include the estimated unfunded liabilities for Social Security, Medicare and other programs, the total federal debt is at least $54 trillion, based on three separate studies — by the American Enterprise Institute (AEI), the National Center for Policy Analysis (NCPA) and the Brookings Institution.”

“This is time for plain speaking and blunt communications with our Congressional representatives on behalf of our patients, our profession and our nation,” said ICA Legislative Committee Co-Chairman Dr. Michael McLean. “We need to stress that chiropractic, as a drugless, clinically sound and cost-effective approach to health and healing, can contribute significantly to the solution of Medicare’s problem, but only if beneficiaries are not driven away from our care to second-choice, much more expensive medical specialty care, by unsound public policies.”

ICA urges you to act today! Contact your US Senators and US House Member to urge swift action to postpone the chiropractic fee reductions and to act to provide for a more responsible role for chiropractic in Medicare, to take advantage of the unique contributions only chiropractic can make to the health of that embattled program, and to the health of our senior citizen population. Chiropractic is part of a sound solution, not part of the current problem!
I SURVIVED THE NOR’EASTER OF 2006!!! Yes, for all of you who were at MCA’s 2006 Convention in Ocean City last month, congratulations on getting through some truly awesome weather. I was hoping to play a round of golf but it was a challenge just to walk across the parking lot. Luckily, the Convention was a lot of fun, and with so much on the schedule I probably wasn’t going to get to play golf anyway. The Grand Rounds were really interesting and I hope we do more such hands-on CE programs in the future. The evening alumni gatherings sponsored by the different schools were also fun, but not as bacchanalian as I had hoped. I have to admit that I miss the old tradition of an awards banquet on Saturday night, but the General Membership Meeting/Election/Awards Banquet Luncheon certainly got the job done.

Speaking of getting the job done, I had the opportunity to introduce Dr. Neil Cohen at the meeting as the next treasurer of CPAC. Getting to the end of my tenure is one of those ambiguous experiences. I know I’ll miss the involvement in the politics of health care, but I’m also looking forward to having more time to spend with my family. Neil is coming into this job at an exciting time. We are going to have a committed, involved CPAC Board headed by Dr. Rick Schmitt and we are starting some new initiatives with AMI that should be very interesting in the next few years. All things considered I think Neil is going to have a good time with CPAC.

As you may have guessed, the following list reflects the contributions received in the last 12 months. My apologies to Dr. Frieman who was accidentally left off the last list and to Dr. Sortisio whose name was misspelled. My thanks to all the folks who have supported CPAC over the years and to the new doc’s who haven’t practiced that long but still want to get involved in our work with the legislature.

| President  
| ($1,000 or more per year)  
| Maryland Chiropractic Association  
| Dr. Lisa Bailes  
| Dr. Richard Kappes  
| Dr. Richard Schmitt  
| Governor  
| ($500 - $1000)  
| Dr. Paul Henry  
| Dr. John Jennings  
| Dr. James LeVan  
| Dr. Beth Tedesco  
| Senator  
| ($365 - $499)  
| Delegate ($100 - $364)  
| Dr. Kathryn P. Alexander  
| Dr. Frank Alfano  
| Dr. Reeve Askew  
| Dr. Raymond Barry  
| Dr. W. Gregory Belcher  
| Dr. William K. Blaker  
| Dr. Kevin Brown  
| Dr. Lisa Brown  
| Dr. Neil Cohen  
| Dr. Charles Cooper  
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| Dr. David M. Sortisio  
| Dr. Young-Sung Song  
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| Dr. Daniel T. Wise  
| Dr. Juliet Worley  
| Dr. Maria Yiassiemides  
| Dr. Mariella Young  
| Dr. Mahmoud Zia-Shakeri  
| Please send your contribution to Dr. James LeVan, 10605 Concord St., Ste. 206, Kensington, MD 20895.  
| (Member ($25 - $99)  
| Dr. William J. Boro  
| Dr. Peter Dexheimer  
| Dr. Eric A. Fisher  
| Dr. Carol Roberts  
| Dr. Robert J. Reier
"Get malpractice insurance and only go with NCMIC"

“I couldn’t believe I was being sued, especially by this patient ... I spent countless hours arguing with his health insurer trying to get a specific test ordered for him.

“NCMIC made the best out of this bad, very stressful situation. I couldn’t have asked for a better company or attorney to defend me.

“My advice to you is to get malpractice insurance and only go with NCMIC. I’ve seen other companies come and go. But with NCMIC, you can be sure they’ll be there for you if and when you need it.”

Stanley Kaplan, D.C.
Cocoa Beach, Florida

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NOVEMBER ELECTIONS

The 2006 midterm election is upon us and MCA is asking its membership for a list of General Assembly members, both existing and newly elected, to whom a member has a personal relationship. We all know that contacts in Annapolis are vital to MCA’s activities before the General Assembly, so please submit any and all information to MCA Executive Director Tom Shaner, CAE at 720 Light Street, Baltimore, MD 21230 or call Joel R. Kruh, MCA general counsel, at 410-685-6626.

A NOTE ON OPT OUT RIGHTS

The following is a reprint of Instructions to Opt Out of Health Insurance Workers Compensation Assignment, which was recently presented at the MCA’s 2006 Convention in Ocean City:

MCA Instructions for HB686
Health Insurance – Participation of Health Care Providers on Provider Panels – Workers Compensation Services

Chiropractic Opt Out Rights

Pursuant to HB 686, effective July 1, 2006, Maryland chiropractors may opt out of worker’s compensation panels. The law reads as follows:

ARTICLE – INSURANCE
Section 15-125

(C) (1) A carrier that uses a provider panel for health care services may not require a health care provider as a condition of participation or continuation on the carrier’s provider panel for health care services, to also serve on a provider panel for worker’s compensation services.

(2) A carrier may not terminate, limit, or otherwise impair a contract or an agreement with a health care provider or terminate or limit the employment of a health care provider, based on the health care provider’s election not to serve on a provider panel for worker’s compensation services.

Application of Opt Outs Before and After July 1

This law further states:

This Act shall apply to contracts or agreements between health insurance carriers and health care providers that are executed on or after July 1, 2006.

This Act may not be construed to authorize a health care provider to terminate, limit, or otherwise impair any contract or agreement with a health insurance carrier that was executed on or before June 30, 2006.

MedRisk Op Out

If you have not executed a MedRisk contract before July 1, 2006 and receive such a contract, you may elect to opt out of the WCC portion of the contract by writing the following to MedRisk, Inc., 2701 Renaissance Blvd., P.O. Box 61570, King of Prussia, PA 19406:

“I have elected to opt out of the Worker’s Compensation Provider Panel portion of your contract and request an acknowledgement of my election to opt out. Please maintain my position as a participating provider in the health care portion of the contract.”

Contracts Executed Before July 1, 2006

MAMSI Contracts Only

“It is my understanding that MAMSI has voluntarily authorized health care providers in Maryland MAMSI Health Care Panels to opt out of Worker’s Compensation Provider Panels. Please be advised that my office/offices have elected to opt out of your Worker’s Compensation Panel/Panels. Please maintain my standing as a participating provider to the health care portion of the contract.”

Other Insurance Worker’s Compensation Panels

Since MedRisk/CAN and MAMSI are currently the only two provider panels assigning their provider contracts to worker’s compensation insurance companies, it will be necessary to contact Joel R. Kruh, Esq. at 410-685-6626 to evaluate your opt out rights under HB686. MCA anticipates that Worker’s Compensation Panel assignments will become widespread in the coming year. Therefore, immediate action must be taken in an attempt to protect your opt out rights.
The **MCA Partners Program** is available to those organizations and companies which provide products and services to the chiropractic profession. We are providing partners with the opportunity to pay one annual fee that will cover all MCA events and marketing opportunities throughout the year, with some opportunities exclusive to supporting members and MCA Partners. One of the MCA’s goals in instituting this program is to make it easier for vendors and sponsors to budget their year’s activities. Designed with your needs in mind, the numerous benefits are a deal you won’t be able to pass up!

### 2007 MCA Partner Application

**Company:**

**Address:**

**Phone:**

**Fax:**

**E-Mail:**

**Company Representative:**

**Title:**

**Service or Product:**

The undersigned, wishing to demonstrate support for the MCA, hereby applies to be a 2007 Partner.

**Circle one:**

Gold Partner $2,500 Silver Partner $1,750 Bronze Partner $1,500

**Signature:**

**Date:**

**Circle one: MC / Visa / AmEx**

**Acct:**

**Expiration:**

**Name on Account:**

Please enclose the appropriate payment and mail to: **The Maryland Chiropractic Association, 720 Light Street, Baltimore, MD 21230**

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### Gold Partner $2,500

- Table Top Exhibit at the March CE Forum (available to MCA Partners and Supplier Members only)
- Exhibit at the Annual Fall Convention
- 2007 Supplier Membership in the MCA
- Banner Ad in On-Line Members’ Directory
- 6 Half-Page ads in the MCA’s award-winning newsletter
- One-time use of the mailing list in 2006
- Hot Link to your Web site on the MCA Web Site
- Receive & be listed in MCA’s informative bi-monthly newsletter

### Silver Partner $1,750

- Table Top Exhibit at the March CE Forum (available to MCA Partners and Supplier Members only)
- Exhibit at the Annual Fall Convention
- 2007 Supplier Membership in the MCA
- Banner Ad in On-Line Members’ Directory
- 3 1/3-Page Ads in the MCA’s award-winning newsletter
- Hot Link to your Web site on the MCA Web Site
- Receive & be listed in MCA’s informative bi-monthly newsletter

### Bronze Partner $1,500

- Table Top Exhibit at the March CE Forum (available to MCA Partners and Supplier Members only)
- Exhibit at the Annual Fall Convention
- 2007 Supplier Membership in the MCA
- 3 1/3-Page Ads in the MCA’s award-winning newsletter
- Hot Link to your Web site on the MCA Web Site
- Receive & be listed in MCA’s informative bi-monthly newsletter
How Will You Be Promoting Your Practice?

By William Esteb, Patient Media, Inc.

Create a marketing calendar for next year. Organize your outreach efforts for the next year. Which weeks will you be sending out your newsletter? Which weeks will you be sending reactivation postcards? What practice events will you be conducting? When will your Children’s Week be? When is Hawaiian Week? Your summer patient picnic? What are your plans for Founder’s Day next September? Food drives? Toys for Tots? Coats for the homeless?

In other words, a little effort now can smooth out the roller coaster experience many practices endure because of a lack of planning. A marketing calendar, repeated and refined year after year, can help sustain your interest and your patients’ interest and keep the momentum up month after month.

Like the liturgy associated with the church calendar, once you have a schedule, all year long you’ll know what you’ll be doing to stimulate referrals, reactivations and recruit new patients.

William Esteb has been a chiropractic patient and advocate for over two decades. He is the creative director of Patient Media, Inc., a patient communication resource for chiropractors. Review his materials and request a free 64-page New Patient catalog by visiting www.patientmedia.com or calling (800) 486-2337.
Manufacturing to a Higher Standard

- Pharmaceutical manufacturing facilities are regulated by the U.S. Food and Drug Administration to ensure quality standards are kept at the highest level.

- Currently, there are no government standards specific to the manufacturing of nutritional supplements.

- A limited number of companies apply for voluntary certification programs. Most companies have no third party manufacturing certification.

- Anabolic Laboratories is the only professional brand operating a manufacturing facility that meets Pharmaceutical standards in addition to other voluntary certification programs.

Anabolic Laboratories
Nutritional supplements manufactured to a higher standard.

www.anaboliclabs.com
Classifieds

To place a classified ad in the MCA Journal, please send it in writing, along with appropriate payment, to MCA, 720 Light St., Baltimore, MD 21230. The cost for a 25-word ad is $15 for MCA members (2 issues for $25) or $25 per issue for non-members. The next issue is set for distribution on January 3, 2007. The deadline for classifieds is December 15.

**Associate Wanted** — Family practice in Columbia looking for an associate. Salary plus bonus; health insurance and malpractice insurance paid for. Send resume/info to Drsmahoney@yahoo.com. (11/06)

**Associate Wanted** — Amazing opportunity to practice share in well established office in AA County. Onsite acupuncturist, nutritionist, massage therapy and x-ray. Fax inquiries to 410-674-8608. (11/06)

**Associate Wanted** — FT for practice in Prince George’s County. Must be professional, motivated and have a good attitude. Salary plus bonus. Potential partnership. PT privileges required. Fax resume to 240-430-3001. (1/07)

**Associate Wanted** — PT associate wanted: 18 hours a week. Pay = $1,000. Must be professional, punctual and have a positive attitude. Please fax resume to 240-430-3001. (1/07)

**Associate Wanted** — Fantastic career opportunity. Long term opportunity in a multi-Dr. office located on the beautiful Eastern Shore of Maryland. Only 30 minutes from the beach. Join a 23-year highly motivated practice with dedicated support staff. Guaranteed base salary plus percentage. This program is designed to teach you how to build and run a high volume practice with a potential six figure income. This is a rare opportunity. Must have Maryland license. Please call 410-548-2225 and leave message, or fax resume/curriculum vitae to 41-548-9542. (1/07)

**Associate Wanted** — We are seeking an excellent chiropractor to join our multi-faceted and very successful chiropractic and rehabilitation practice in Columbia, MD. Fax credentials to 410-510-1200. (11/06)

**Associate Wanted** — Highly energetic? Enthusiastic about helping others have the best health care possible? Want others to live drug-free with chiropractic? If you are fun-loving and would like to be financially successful while being part of a great chiropractic team join our team in southeastern Pennsylvania. Call 717-637-1253 or fax: 717-637-7928. Keeney Chiropractic. (1/07)

**Associate Wanted** — Full or Part Time, Treating Doctor or Exam Doctor positions available in Northwest Baltimore family practice. Salary plus bonus, Malpractice and CE credits paid for, Health Plan available. Opportunity for buy in or buy out of satellite office. Contact Dr. Huntington @ drerichuntington@aol.com or call 443-542-6604. (1/07)

**Chiropractic Coverage Wanted** — Female doc on maternity leave, last week of February into the last week of March. Calvert County office. Fax resume/cv and times of availability to 410-535-8325 or email to chesapeakechiro@hotmail.com. (1/07)

**Clinic Director Wanted** — Clinic director needed for Oxon Hill, MD. Administrative/Clinical Experience preferred. Base salary with incentives offered. Fax resume: 301-434-0920 or call 301-332-9492. (1/07)

**Chiropractic Assistant Wanted** — Chiropractic assistant wanted for small, well-established office in Kensington. Part-time and full-time positions available. Great opportunity. Salary negotiable. Please call 301-929-8301. (11/06)


**Office Coverage** — Want a break? Need a break? Whatever the reason, leave your practice in capable hands. A 1998 Palmer graduate w/ Office coverage or part-time work. Reliable and experienced in wellness, personal injury and rehabilitation type practices.Licensed DC w/PT privileges ready to help. Contact Dr. Gary Amaral - 410-365-6891 or ahcps@verizon.net. (1/07)

**Office Coverage** — Licensed, experienced and insured DC with PT privileges. Please contact at 410-901-2903 or dredachiro@bcctv.net. (5/07)

**Office Coverage** — Leave your patients in the best of hands. Over 20 years FT; No mal-pr claims. Will travel. Flexible, reliable, personable, refs. Call Dr. Joe Nunnari Cell: 240-731-0264/Office: 301-916-1040 Email: drjoe.dc@verizon.net. (5/07)

**Office Coverage** — Office coverage or part-time work. Reliable and experienced in wellness, personal injury and rehabilitation type practices. Licensed in MD, DC, VA. Dr. Han 202-386-4736 or drstevenhan@yahoo.com. (11/06)


**Office Coverage** — Maryland licensed DC with PT available 24/7 with no black-out dates. Last minute coverage welcomed. Call Dr. Hayes at 410-369-6493 or email danielhayes_chiropractor@hotmail.com. (11/06)

**Office Coverage** — Maryland DC with PT available immediately, good rates, experience in a variety of offices, utilizes several techniques, Masters in sports health science. Contact Dr. Jai @ 410-419-1440. (11/06)

**Practice For Sale** — Prince George’s County - Long-established practice with excellent clinical reputation in desirable area. Outstanding location in high-traffic shopping center. Paragon Group (800) 582-1812 www.eparagongroup.com. (11/06)

**Practice For Sale** — Office and practice for sale on busy Baltimore County thoroughfare. Excellent for a start-up or satellite office. Email inquiries to turnkeypractice@yahoo.com. (11/06)